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# Digest

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## The Teeth In The Code

IT IS NOW almost a quarter of a century since The Code, governing story content, and action in motion pictures was first approved by the Board of Directors of the M.P.P.D.A.

The Code outlined a boundary, within which territory writers and producers were confined, but if you have seen as many pictures, in the years between, as I have, you will agree with me, that no producer was ever compelled to walk a chalk-line.

Pictures have been widening their appeal, and increasing their adult stature for many years, and since, in Canada, our Censor Boards introduced the classification of films, designating which pictures were family entertainment, which strictly Adult, and more recently, the restriction of some pictures to adults of an eighteen minimum age, what is there in The Code which is necessary to delete?

Leading in the Code controversy is Mr. Samuel Goldwyn. We have learned to admire Mr. Goldwyn's art in production, his showmanship value of stars and of stories, his publicity sense, and the patience and perseverance with which he reaches an objective.

We have a respect for Mr. Goldwyn's opinion, and therefore, I am surprised at his attitude in respect to The Code, which he states should be revised, but as yet he has not offered any concrete suggestions, as to how the revisions, or the decoding should proceed, save the suggestion about films based on narcotic themes, a "must not" in The Code, which Mr. Goldwyn would delete.

I reiterate what I said months ago, that whatever discussions develop concerning The Code, such discussions are not in the Industry's interest, to make public.

Mr. Goldwyn is wise enough and shrewd enough to see, that such procedure is correct, why then, does he introduce the question of a mass-meeting?

It is irrelevant, whether Mr. Eric Johnston, promised or did not promise a mass meeting, and if he did Mr. Samuel Goldwyn is too wise a showman

to permit Mr. Johnston to commit such a folly.

Let your mind travel back, to those years when not less than seven States in the U.S. had provided State Censorship. Other cities had some form of censorship through group or individuals in the U.S.

In 1922, thirty-two State legislatures had Censorship bills introduced. What appeared to be the biggest threat was a State vote on censorship in Massachusetts.

Mr. Will Hays commenced his campaign in this State, to educate the public on the question of self-regulation within the Industry, in other words, the most effective form of censorship was to stop the "must nots" in a story from being produced, or anything else which did not conform to a Code of Self Regulation, rather than have that which was objectionable produced, and then eliminated by a Censor Board.

So successful was this Self-Regulation policy campaign, that on Nov. 10th, 1922, Censorship was rejected in the State of Massachusetts by a vote of 553,000 to 208,000.

But this did not stop the Crusaders from advocating some form of government control of our Industry, which was continually a target for fanatical attack.

In section 2, of the M.P.P.D.A.'s Articles of Incorporation, there is to be found, "establishing and maintaining the highest possible moral and artistic standards in motion picture production."

"At a meeting on May 17th, 1922, it was agreed, that Mr. Hays would communicate with each member company of the association and request that subordinates within the member company be enjoined to observe this objective."

On September 20, 1922, there is a resolution of the M.P.P.D.A. directors, which provides that members of the Association offer to an individual representing the Hays Office, "Such facilities as would insure his seeing promptly all pictures produced by the members."

This was the beginning in which The Code began to take shape.

In June, 1927, the Association of Motion Picture Producers, Inc., unanimously adopted its committee's report and twenty-four producer-executives of the seventeen member companies agreed to be governed by a resolution which named eleven things which "Shall not appear in pictures produced by members of this Association, irrespective of the manner in which they are treated." In addition, the resolution named twenty-six other subjects with which, if used, the producers agreed to use special care, "to the end that vulgarity and suggestiveness may be eliminated and that good taste may be emphasized."

These formalized, Thou Shalt Nots, which were the first standards of decency and morality adopted by the Industry, and which became known as the famous "Don'ts and Be Carefuls."

But the set-up of enforcing the Don'ts and Be Carefuls, was weak, and after the 1929 market crash, the Industry was hard-pressed, the weakening of public stamina was demoralizing, and making a "quick dollar" became an alluring enterprise.

Late in 1929, Mr. Martin Quigley had a conference with Mr. Hays, and disclosed to him some ideas of how to put teeth in the Code. These ideas Mr. Hays found constructive and acceptable.

Mr. Quigley, as a publisher of trade magazines, for several years, had a long-range vision on this subject, and not being a producer or an exhibitor, his views were free from any prejudice.

Encouraged by Mr. Hays, he prepared to make a draft of a Code, and called in, as his assistant, Daniel J. Lord, S. J. Professor of Dramatics at the University of St. Louis.

Father Lord was known in the Industry, having worked on Cecil B. DeMille's King of Kings, as adviser. He was, also, the editor of a magazine, The Queen's Work, in which magazine he had commented frequently on Motion Pictures. He was an author and dramatist, and constructively friendly to Motion Pictures.

(Continued on Page 12)

DIGEST FIRST SIX MONTHS SHOWMANSHIP CONTEST DEADLINE  
FOR CAMPAIGNS — MARCH 31st. BEAT THE DEADLINE!



## VANCOUVER NEWS

By JACK DROY

Agreement just 15 minutes before an 11 a.m. strike deadline averted a shut-down of 23 Famous Players theatres in British Columbia, sixteen of them in the Greater Vancouver area. Under the agreement, projectionists, members of the Motion Picture Projectionists Union Local 348 get a 25-cent hourly hike in pay, making it \$2.75 an hour. It is understood the 25c increase will be used to set up a union-sponsored welfare fund for many of their old-time members who will be retiring shortly.

Gordon Lightstone, Paramount's Canadian Manager, and Clare Appel, a director of Canadian Motion Picture Distributors Assoc., were Vancouver visitors. Cecil Hughes, manager of the Civic at Nelson, B. C., who started in show business at Fort MacLeod, Alta., in 1928, is a new member of Canadian Picture Pioneers, (B.C. Branch).

Veteran B. C. movie man Cecil Neville, 64, died in St. Paul's Hospital, following a five-month illness. He was head booker for Famous Players at the district office here. Born in England, Mr. Neville joined the theater business 34 years ago and had been with FPCC ever since. He was secretary-treasurer and traveling auditor for years before taking over as head booker. He is survived by Mrs. Neville and one son. Mr. Neville was a charter member of the Canadian Picture Pioneers and Famous Players' 25-year club.

*If and when the amusement tax is passed in the province it is clearly noted that it is to be passed on to the public. In other words, the exhibitor is not to be the benefactor of any tax cut which is expected to be from 17½ to 15 per cent.*

Lou Karp, former short subject booker at Famous Players' district office, succeeded the late Cecil Neville as head booker for B.C. Mike Stevenson, Paramount office manager takes over Karp's former position.

Axe-wielding safe-crackers, chopped their way into the Vogue Theatre safe, over the weekend, but were disappointed by the loot, \$250 in silver. The real dough was in another safe in the basement, around \$6,000, weekend receipts from the Glenn Miller Story. The thugs must be reading the moving picture news before they start to work.

Daylight Saving Time will begin April 25th in British Columbia and clocks will go back to Pacific time on Sunday, Sept. 26. Switch from Standard to Daylight time was approved by order-in-council by the Provincial Government in spite of strong farmer opposition. It's good for the ozoners.

Majority of outdoor theatres in this area have opened for the 1954 season.

# TRADE headlines



Allied Artists to produce 10 pictures during next three months including the company's first CinemaScope picture, Wichita in Technicolor.

John Davis, Deputy Managing Director of the J. Arthur Rank Organization, and Dinah Sheridan, English actress, were married in London, March 3rd.

David Weinstock, president of Raybound Theatres, stated in New York that the turning point in exhibition has been reached and that he is in the market to acquire theatres.

Walt Disney's London Company, Walt Disney Film Distributors Ltd., will distribute Disney's The Living Desert in England.

Three Exchanges lead in U-A's 35th Anniversary Sales Drive, in the third week of the third lap of the Drive which ends in May, Washington, St. Louis, Winnipeg. A. Feinstein is in charge of Winnipeg.

George Weltner, President of Paramount International, returns from seven week foreign inspection tour of his company's operation, and reports "An enormous upsurge at the box-office."

Paramount's, Shane, has already grossed \$8,000,000 in the U.S. and Canada, will be Paramount's second top grosser of all-time, expectancy, another million in U.S. and Canada and four millions from foreign markets.

MGM's Lili, achieves the longest motion picture run in New York's movie history, one year Trans-Lux, 52nd on Lexington.

20th Century-Fox Board votes regular and extra dividend and to purchase 100,000 shares of the outstanding common stock for retirement.

Saskatchewan will play more than 1,200 theatres in the U.S. between March 10th and April 8, opening Loew's State, March 10th, Universal-International announce.

50,000 people pack the Coliseum, Toronto, to see the Sportsmen's Show at the Canadian National Exhibition grounds.

Michael Shathin, 60, Far East supervisor for Warner Bros., one of 33 dead in plane crash, last week in Singapore.



# Ray Presents



THEY TELL ME, that, Come Hell and High Water, would convince anyone, Stereophonic Sound is as important in enhancing the quality of a picture as is CinemaScope.

"This is the best example of CinemaScope and Stereophonic Sound which 20th Century-Fox has given us." This is what the Trade is saying.

*I heard no end of compliments on Rose Marie, MGM.*

*"You should see our Rockies," said Mr. and Mrs. Public, "in the picture, Rose Marie, in CinemaScope, breath-taking."*

There was a preview screening on, "New Faces," but before The Trade had a chance to see the picture, everyone was telling everyone, "wait until you see New Faces, that's a picture." After the screening, all agreed that it lived up to expectations.

THREE WEEKS now for The Glenn Miller Story at Loew's Uptown, Toronto, and at Empire-Universal, it is getting to be the usual thing for the Glenn Miller Story to have hold-overs and to break records.

The brain that conceived the advertising on Columbia's, It Should Happen To You, really introduced a clever idea. I hunt up the advertisements just to read what Judy is saying.

The one which asks the question, "At what age should a girl marry?" For which Judy holds up her hand, "I think if she is big enough, she is old enough to marry." Isn't that answer a winner?

*The Photoplay Magazine Gold Medal Awards Dinner, was attended by five hundred guests, Crystal Room of the Beverly Hills Hotel, Hollywood.*

*Marilyn Monroe received the Gold Medal Award for the most popular performance by an actress, Gentlemen Prefer Blondes, and How To Marry a Millionaire, Twentieth Century-Fox. Alan Ladd received the Gold Medal Award for the most popular performance by an actor, in Paramount's, Shane.*

*Columbia's, From Here To Eternity received the Award as the most popular picture of 1953.*

*Darryl F. Zanuck, George Stevens, Walt Disney, Elaine Stewart, Robert Wagner, Frank Sinatra received bronze plaques.*

*Dick Powell was Emcee, Fred R. Sammis, Executive Vice-President made the awards on behalf of the McFadden Publications.*

SORRY TO REPORT the death of John Ebersson, at the age of 79, who died at his home in Stamford, Conn.

This distinguished architect-engineer is said to have designed more than five hundred theatres in the U.S. and in Europe, among which were some of our most artistic and important theatres in the U.S.

The late John Ebersson was on the War Production Board during World War II. He later, after the war, went into business with his son, which firm built many neighborhood theatres.

*For many years he contributed feature articles on theatre construction and architectural design in The Film Daily's Year Book. He leaves his widow, Beatrice Ebersson, two daughters, as well as his son Drew and four grandchildren. He came to the United States from Austria in 1901.*

*Too bad, Sitting Bull, independent production started*

*by W. R. Frank, a former exhibitor from Minnesota, is still sitting in Mexico City, having come to grief on account of financial difficulties.*

IT WAS REPORTED, that the former President, Miguel Aleman, was to partly finance, and that U-A was to furnish \$145,000. The money did not materialize, and the company folded. U-A deny that its company was to participate in any financing. Its deal was for distribution only.

*More than two thousand Mark Hellinger stories, newspaper and magazine articles, have been acquired by John E. Gibbs & Co. of New York for telefilms.*

*The deal was made with the Executrix of the Estate, Gladys Glad (Hellinger) Gottlieb. A minimum of 26 half-hour subjects is planned and production will start either in the U.S. or in Toronto.*

*Bill Tuttle, Vice-President of the company, will be executive producer.*

THE FIRST ninety-seven engagements of MGM's Knights of The Round Table have grossed more than \$5,000,000. Knights of the Round Table is MGM's first CinemaScope production and it has been held over in all situations it has played. In six weeks at Radio City Music Hall, its box-office was \$886,380.

*Paramount will be host to exhibitors from March 29th to April 2nd, at a special nationwide triple-feature product show, and a discussion of coming product.*

THE Paramount Pictures Pageant, as announced by A. W. Schwalberg, President, will take place in 32 cities, where these pictures will be trade-shown. Elephant Walk, About Mrs. Leslie, and Knock on Wood are the Paramount giants which will be shown.

Said Mr. Schwalberg, "We are confident that this year we can surpass last year's box-office record." In addition, to the Paramount giants, which will be shown to the Trade, Mr. Schwalberg named, Living It Up, Sabrina Fair, George Pal's Conquest of Space, Ulysses, The Country Girl, Martin and Lewis' The Big Top, Irving Berlin's White Christmas, Alfred Hitchcock's Rear Window, The Bridges at Toko-Ri, The Naked Jungle, Casanova's Big Night.

*Apropos of publicity on all the talk on The Code revision, here is an example of what happens. The Better Films Council of Milwaukee, prepared the following letter for mailing to Mr. Eric Johnston, "We cannot condone the increasing laxity in the interpretation of both film and advertising and production codes so evident lately. We feel the Production Code does not need re-writing, but it definitely needs re-reading.*

*That letter has a woman's touch, but we must always remember, the women make up the larger percentage of our audiences, and with us it must always be, Ladies First.*





## Toronto and District

By BILL PRESS

Wide-vision screens are becoming generally installed in units of 20th Century Theatres, the latest group being the Centre, Park and Elmwood Theatres in London. All five of the main Toronto combination, Downtown, Glendale, Scarborough, State and Mayfair, have the equipment. A new screen has also been put into the Esquire at Brantford.

Prior to the opening of the engagement of "The Glenn Miller Story" at Peterborough, a local music store, Cherney's Record Bar, featured a sales campaign on a Decca album of the music in the screen production.

Manager Bill Burke of the Capitol Theatre, Brantford, is featuring a variety of entertainment, as well as diversions from regular policy. For three afternoons this month, a Loblaw cooking school was conducted at the theatre starting at 1.30. On Wednesday night, March 3, "The Gondoliers" was presented by the Eaton Operatic Society under Brantford Kiwanis auspices while the Barber Shop Quartets are giving a concert March 19. Previously the National Ballet had appeared one evening at the Capitol.

Two former employees of Station CFRB, Toronto, have joined Kitchener's television station, CKCO-TV, in which Famous Players has a direct interest. The two are William McGregor, operations manager, and Ellen McDonald, traffic manager, who are man and wife in private life. They assist General Manager Eugene Fitzgibbons at Kitchener.

The latest development in juvenile shows has been introduced by the Roxy Theatre, Dundas, where the policy has been adopted of conducting a Children's Matinee Party every Saturday afternoon for which the manager, Jack East, calls himself "Uncle Jack" for the role of host. Stage games and stunts are added to the program of special films.

In a first-week offer of Sunkist chinaware at the Famous Players' Centre Theatre, Windsor, a cup and saucer went to every lady patron without charge of any kind, the subsequent service fee being five cents.

Continental pictures continue to have full sway at theatres in Toronto, Hamilton, Windsor, Ottawa and elsewhere as a matter of regular policy. In Toronto, the recent presentations included "L'Amore Si Fa Così" at the Pylon; "Altri Tempi", otherwise "Times Gone By", at the Studio, where it played as a restricted-attendance feature, and "Sins of Pompeii" for a second week at the Savoy.

Paul Earl, a member of the Quebec Legislature for Notre Dame de Grace, Montreal, called on the pro-

vincial government to appoint a Protestant English-speaking member to the eight-man Quebec Board of Cinema Censors, following the banning of "Martin Luther".

## BELL AND HOWELL TO MANUFACTURE IN CANADA

Operations of its Benograph division will cease March 31st, it is announced by Associated Screen News Limited, Montreal.

The merchandising division of the company has been representing, in Canada, leading manufacturers of motion picture and photographic equipment of the United States, Britain and Germany. Its major line was the Bell & Howell motion picture equipment. An agreement was reached between Bell & Howell and Associated Screen News Limited to facilitate the formation of Bell & Howell of Canada Limited, who will set up assembly, service and manufacturing facilities in Toronto, and will also take over the distribution of Bell & Howell cameras, projectors and accessories.

District sales representatives of Benograph have been invited to continue representing Bell & Howell equipment in various parts of Canada.

## JOHN J. FITZGIBBONS SEES VISTAVISION

A second week of demonstrations of VistaVision on the Paramount preview stage were held last week.

John J. Fitzgibbons, President of Famous Players Canadian Corporation, after attending a demonstration of VistaVision along with other leading exhibitors, issued the following statement:

"VistaVision in my mind is the newest and best process of motion picture presentation developed to date.

"VistaVision has greater flexibility for the exhibitor and economic factors most vital to the exhibitor today. The method of photographing pictures by the VistaVision process gives unsurpassed clarity and definition of focus on every square foot of the screen, and opens new horizons for producers and directors to get greater composition into pictures than has ever been dreamed of before.

"Among the many favorable factors of VistaVision is that it makes every seat in the theatre a good seat for the customer. This is most important to me as an exhibitor."

## TEST TUSHINSKY LENS

Joseph Tushinsky of RKO Radio Pictures, co-inventor of the variable anamorphic lens system which Paramount Pictures has recommended, is having his lens tested by Columbia Pictures, as well as other major studios.

## THE CANADIAN MOVING PICTURE DIGEST

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## Prairie News

BRUCE PEACOCK

New theatre in Swift Current, Sask., is The Cinema, a \$150,000 house owned and operated by Douglas Burke.

Theatre, which seats 500, is of modern design and equipment is all of the newest type. Features include a cry room and a party room, the latter a self-contained unit for parties of 10 to 12 persons. Smoking is permitted in the party room. Building has office space on the main floor and second floor.

At a meeting of the Saskatchewan legislature's public accounts committee recently, Labor Minister C. C. Williams reported that Alberta film censors joined together all portions they had censored from films for a number of years.

They called the finished product "The Dirt of a Decade," he said.

Manager of the Green Acres drive-in theatre at Lethbridge, Alta., since it was opened in 1950, Fred A. Levitt has taken over managership of the Chinook drive-in at Calgary, Alta.

Formerly owned by Western Drive-in Theatres, the Green Acres drive-in was purchased recently by Famous Players.

Mr. Levitt has been associated with theatre business since 1930 when he began as an usher in the Capital theatre, Lethbridge.

## ANNUAL MOTION PICTURE BONSPIEL

The Second Annual Motion Picture Bonspiel was held on Feb. 22nd at the Maple Leaf Rink, Winnipeg.

The winner of the "Henry A. Morton Memorial Trophy" was the rink skipped by Mr. Lowel Hurwitz. The runner-up in the Main Event was the rink skipped by Mr. C. Krupp.

The Consolation Event was won by the rink skipped by Mr. L. Littman and the runner-up was Mr. Hy Triller.

After the completion of the Bonspiel, the "Henry A. Morton Memorial Trophy" was presented by Miss Elaine Morton to Mr. L. Hurwitz and the "Jacob A. Miles Memorial Trophy" was presented by Mr. Lou Miles.



FROM BEGINNING TO END...  
HE'LL HAVE YOU SHAKING  
FROM TOP TO BOTTOM!



# TROUBLE IN STORE

**NORMAN WISDOM**  
**MARGARET RUTHERFORD**

MOIRA LISTER  
DEREK BOND  
LANA MORRIS  
JERRY DESMONDE



J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.



## Allied Artists Spring Drive Announced By Frank Vaughan

Frank Vaughan, Canadian General Manager, Allied Artists, announced last week, the Allied Artists Spring Drive, starting March 29th and ending June 26th. The Canadian sales force of Allied Artists, it is learned, will put forth an extra big push this year, as the Drive coincides with the 35th Anniversary in the film business for Frank Vaughan.

Current product in release is headed by *Riot In Cell Block 11*, produced by Walter Wanger, which has been smashing records in the USA. The other films listed are: *Arrow In The Dust*, *Technicolor*; *Dragonfly Squadron*; *Highway Dragnet*; in Color, *Pride of the Blue Grass*, as well as *World For Ransom* and *Loophole*.

Frank Vaughan, also informed the Digest, that ten films will go before the Allied Artists cameras during the next three months, one of which, "Wichita," will be the company's first *CinemaScope* production in *Technicolor*. At the same time, Vaughan revealed 15 other properties are now in active preparation for the greatest production program in the company's history.

Mr. Vaughan also reported the signing of Elaine Stewart, borrowed from Metro-Goldwyn-Mayer, and John Derek to co-star in Walter Wanger's production of "The Adventures of Hajji Baba," which rolls before the *Technicolor* cameras on April 5. This will be based on the James Morier romantic novel.

"Sons of the Navy," formerly titled "Home from the Sea," to be filmed in co-operation with the United States Navy, will be launched March 22 by producer Scott R. Dunlap. It will star Jan Sterling and Neville Brand, who scored heavily in "Riot in Cell Block 11."

In May, three other big productions will be started. The first will be "Wichita," in *CinemaScope*, which Walter Mirisch personally will produce.

On May 20, "The Annapolis Story," dealing with midshipmen at the United States Naval Academy, will get under way in *Technicolor*.

Producer Lindsley Parsons, on May 24, will launch "I Put the Finger on Waxey Gordon." Mark Stevens, who starred in "Jack Slade," has been signed for the top role.

Set for a June 1 starting date is "Battle Star," which will pay tribute to the heroic accomplishments of men operating United States Marine Corps helicopters on rescue missions.

The other films to start between now and June 1 are "Wanted by the F.B.I.," to be produced by William F. Broidy; "The Bowery Boys Meet the Monsters," to be produced by Ben Schwab with Leo Gorcey and Huntz Hall starred, and "Killer Leopard," a *Bomba* jungle adventure starring Johnny Sheffield which Ford Beebe will produce and direct.

Allied Artists is distributed in Canada through the J. Arthur Rank Distributing (Canada) Ltd.



Bill Trudell, district manager of Famous Players at London, celebrated the arrival of a baby girl in traditional manner. The following birth notice appeared in the *London Free Press*:

"Bill Trudell announces the arrival of his new daughter at St. Joseph's Hospital on Wednesday but she is 'So Little' she won't be able to see 'So Big' at the Capitol, but her dad, who is district manager for Famous Players, urges you to see this heartwarming picture and sincerely recommends it."

Ray Resky had the St. Andrew's Society present Highland Dancers and a Scottish Pipe Band on the stage at the Victory, Saskatoon to celebrate Robbie Burns day.

For his date on "Second Chance," Len Gouin, Capitol, Peterboro, came up with a couple of pretty good stunts... He doesn't like the competition of Bingo games any more than we do, but this time he got them to work for him. A local hospital auxiliary was holding a giant bingo, and Len persuaded them to give every player one extra game as a Second Chance, with the prizes being guest tickets to see the attraction at the Capitol. Naturally the name of the theatre and feature had to be mentioned.

Fred Jackson, manager of Loew's theatre, London, Ontario, hit the jackpot with his publicity breaks on *Knights of the Round Table*.

The Free Press used a five-day story-in-pictures on the comic page for the first two days and moved the feature into the classified section for the final three days. The daily installments started three days prior to the opening of the picture.

A week in advance, the London Free Press used the three-day coloring contest on successive days, offering theatre passes to winners.

Elliott Brown, had a lobby display for guns, parachutes, survival kits, and a plotting table for *Malta Story* at the Odeon, Victoria.

Bob Nelson, Broadway Theatre, Timmins, did a grand job on "The Cruel Sea"... One week in advance Bob dressed his entire staff in navy uniforms — and I do mean uniforms, not just a scarf or hat... the works, from tip to toe. They wore the outfits right through the engagement... The doorman was attired as a warrant officer, the ticket box was the ship's wheel, the candy bar gave the illusion of the whole front of the ship, and the entire lobby was jam-packed with naval paraphernalia, such as signal flags, ship's bell, lights, life raft, etc. The marquee was loaded with pennants and navy signals spelling out the name of the feature... All in all the theatre couldn't have looked more like a ship without actually being a ship... and I would say, a most excellent job of creating a really life-like nautical illusion.

Jacque Martin, had a special screening for 1000 troops who paraded with their band to the Mercier Montreal to see *Break Through*.

Advance and current promotion keyed to National and local tie-ins gave The Long, Long Trailer an extended booking at Loew's Yonge Street theatre in Toronto. Publicist Gerry Collins and Manager Jack Clarke handled the campaign which included local tie-ups that produced co-op newspaper ads from Ford-Mercury of Canada Ltd., and the manufacturer of Youngstown sinks. Both ads hit the Toronto papers with announcements of the holdover engagement. The former ran seven columns wide and carried a four inch box at the bottom crediting the theatre.

Roy McLeod of the Hastings, Vancouver, made 2 fine tie-ups with Can. Pacific Airlines and Libby Co. which included free orchids, flower leis, large color blow-ups of Hawaii and pine-apple give aways for *Return to Paradise*.

Mel Jolley, at the Century, Hamilton, began well in advance of his play-date of "Scoutmaster," with announcements at the annual Scouters' dance... a couple of ducats as spot-dance prizes did no harm... At the annual meeting of the Boy Scout Association of Hamilton, announcements of the pic and dates were made. This meeting was attended by all members of the local executive, ladies' auxiliaries' and all other local V.I.P.'s in the movement.

Johnny Grant, obtained a local 10 piece orchestra for his stage free of charge for opening of *Band Wagon* at the Roxy, Newmarket.

Jim Chalmers, promoted lovely displays and ¼ page co-operative newspaper ads for *Conquest of Everest* at the Odeon, Ottawa.



THEY HELD  
THE SECRET  
THAT COULD  
BLOW UP  
THE WORLD!

WORLD FOR RANSOM

DAN  
DURYEA  
GENE LOCKHART  
PATRIC KNOWLES

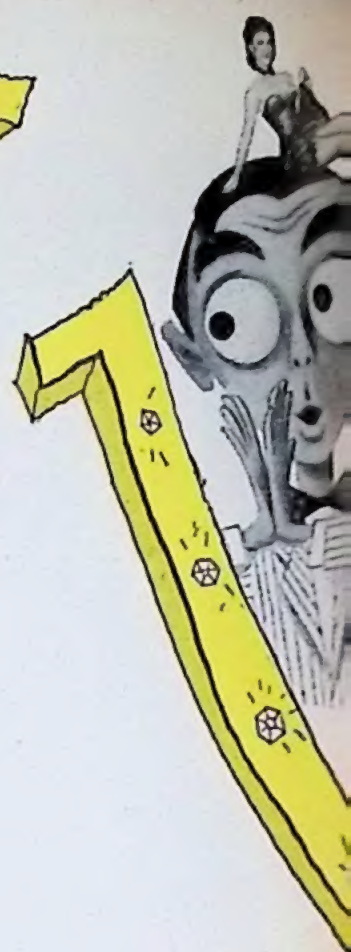


MR. AL IED SAYS: "YOU'LL WANT MORE IN '54 FROM





LUCKY YOU!  
 WARNER BROS.  
 HAVE EVERY  
 ONE OF THESE  
 SMASHES IN  
 RELEASE  
 RIGHT NOW —  
 AND  
 WARNER BROS.  
 ARE GETTING  
 THE  
 BOMBARDMENT  
 READY FOR  
 THE RELEASE  
 SOON OF



\*  
 \*  
 'Lucky Me'

in  
**CINEMASCOPE**

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The Ultra-New Look in

STARRING **DORIS DAY AND ROBERT CUMMINGS**



**THE  
Eddie  
Cantor  
STORY**  
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**The  
Boy  
From  
Oklahoma**  
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THE  
FIRST STORY  
OF THE  
AMERICAN  
FRONTIER  
IN  
**CINEMASCOPE**

**Little  
Caesar**

RE-RELEASE  
RECORD-MAKERS!



**THE  
COMMAND**  
WARNERCOLOR



**Musical Entertainment!**



**MIMINGS AND PHIL SILVERS AND 10 NEW ULTRA-TERRIFIC SONGS!**



## David Griesdorf Announces "The Odeon Big Show" Drive

David Griesdorf, General Manager, *The Odeon Theatres (Canada) Limited*, takes great pleasure in announcing the opening of the *Odeon Annual Showmanship Contest* for 1954.

With a circus motif under the title "The Odeon Big Show," and with the slogan "Odeon—The Greatest Showmanship on Earth!" the drive launches into a concentrated 13-week effort from Monday, March 29 until Saturday, June 26.

\$3,300 in cash prizes is available for competing showmen together with extra vacations with pay, trophies and certificates.

Something new and different in contests has been added in the form of merchandise prizes for wives and mothers which can be won for them by *Odeon* Managers. This is being done because it will help to make the managers' families more closely associated with the industry and they can supply assistance and moral support.

Over the past several years *Odeon* has held many drives that have been widely acclaimed by the trade press, and has been successful in achieving the objective of raising the standard of showmanship across Canada.

In the past, all *Odeon* drives have been held in honor of executives of the *J. Arthur Rank Organization*. This year, "The Odeon Big Show" is in honor of "Show Business," and particularly "Odeon Show Business."

For a full thirteen weeks, all *Odeon* managers across Canada will be conducting a concentrated showmanship and sales effort on behalf of all product from all distributors. Each manager must send in a fully documented showmanship campaign weekly. Big and little films alike will be given the treatment and every city and town in Canada will feel the effect of this concentrated showmanship.

The language of the circus is being applied to *Odeon* showmen, with nine regional leagues known as "Big Tops" with the local supervisor as "Ringmaster." Managers are "Barkers" and all theatres, "Rings." All theatres in the circuit compete in the "Showmanship Tent" while a District Manager's prize is available in the "Ringmaster's Tent." Jim Hardiman, Assistant Director of Advertising and Publicity, has been appointed captain of the drive with the title "Circus Boss," under the supervision of Wannie Tyers, Director of Advertising and Publicity.

The accent is on Showmanship in Canada and all *Odeon* showmen have vowed that this is going to be the most successful drive ever conducted.

## FOX DECLARES DIVIDEND

A quarterly cash dividend of 25 cents per share and a special cash dividend of 10 cents per share on the outstanding Common Stock of *20th Century-Fox* has been declared payable March 31, 1954 to stockholders of record at the close of business on March 18, 1954.

## THREE FROM JARO

The *J. Arthur Rank Organization* is now releasing in Canada three motion pictures which have been critically and publicly acclaimed.

"Trouble in Store," which introduces *Norman Wisdom* to the motion picture audience, has broken 25 all-time box-office records on its London release. *Norman Wisdom* is, in *Chaplin's* own words, *Chaplin's* successor as a comedian, and "potentially the greatest living comic of the screen."

"Personal Affair," praised by reviewers wherever shown, stars *Gene Tierney* and *Leo Genn* in a sincere motion picture with adult implications. Probably the first screen development of a theme that has been the basis of legitimate theatre presentations, "Personal Affair" treats the problem with simplicity, and is excellent screen entertainment.

"The Million Pound Note" stars *Gregory Peck* in his first all-British film. This *Technicolor* adaptation of *Mark Twain's* famous story had recently a Royal Command Performance in New Zealand.

## UNIVERSAL SETS 10 FILMS

With the wind-up this week of *Universal-International's* first *Technicolor CinemaScope* production, "The Black Shield Of Falworth," starring *Tony Curtis*, *Janet Leigh*, *David Farrar*, *Barbara Rush* and *Herbert Marshall*, the studio will have 10 pictures in various stages of editing.

Of the remaining nine pictures in the cutting rooms, seven are in *Technicolor* and two are black and white films.

*Technicolor* productions being edited include "Magnificent Obsession," starring *Jane Wyman*, *Rock Hudson* and *Barbara Rush*; "The Far Country," starring *James Stewart*, *Ruth Roman*, *Corinne Calvet* and *Walter Brennan*; "Black Horse Canyon," starring *Joel McCrea* and *Mari Blanchard*; "Johnny Dark," starring *Tony Curtis*, *Piper Laurie* and *Don Taylor*; "Tanganyika," starring *Van Heflin*, *Ruth Roman* and *Heward Duff*; "Drums Across the River," starring *Audie Murphy*, *Lisa Gaye*, *Lyle Bettger* and *Walter Brennan*; and "Rails Into Laramie," starring *John Payne*, *Mari Blanchard* and *Dan Duryea*.

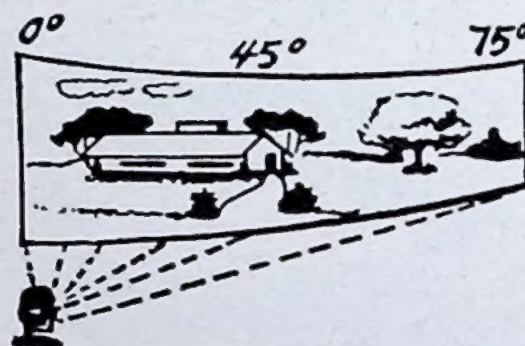
Black and white films are "Playgirl," starring *Shelley Winters* and *Barry Sullivan*, and "Fireman Save My Child."

## LUCKY ME

*Emelene Henry* and *Arthur Gilmour* are in the cast of "Lucky Me," *CinemaScope* musical at *Warner Bros.*, starring *Doris Day*, *Robert Cummings*, and *Phil Silvers*. The *WarnerColor* film is directed by *Jack Donohue*.

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"ASTROLITE"  
IS SUPERIOR

- BRILLIANCE
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- COLOR RENDITION
- SOUND TRANSMISSION

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VARIETY

'HELL' SOCKO!  
— Baltimore

'HELL' HOTSY!  
— Chicago

'HELL' TORRID!  
— Louisville

'HELL' POWERFUL!  
— Buffalo

'HELL' SOCKEROO!  
— Seattle

'HELL' BIG!  
— Denver

'HELL' HIGH!  
— Cleveland

'HELL' HUGE!  
— Philadelphia

20th Century-Fox's

# "Hell and High Water"

TECHNICOLOR DELUXE

# CINEMASCOPE

IN THE WONDER OF STEREOPHONIC SOUND

...and the same **HIGH** grosses in Milwaukee,  
Miami, Des Moines, Providence... **EVERYWHERE!**



## The Code

(Continued from Page 1)

The Quigley-Lord Code was first shown to Mr. Hays, and was later submitted to the producers in Hollywood.

Early in January of 1930, Mr. Hays went to Hollywood to arrange with producers for a discussion of the Quigley-Lord Code.

At a meeting with producers, Mr. Quigley presented The Code, discussed it and answered questions, during three lengthy sessions. Father Lord was sent for, and a week later, at a meeting with producers, discussed The Code.

On February 17th, 1930, the producers accepted The Code, and on March 31st, The Code was made official, at a meeting of the directors of M.P.P.D.A.

The Code is in two parts. The first part is The Code and the second part is called Reasons, being explanatory.

In the Summary, there are provisions not mentioned in the original Quigley-Lord Code draft. These are not within the Code of Morality as interpreted by Father Lord and Mr. Quigley.

These are prohibitions, concerning Methods of Crime, The Use of Liquor, Miscegenation, National Feelings, Repellent Subjects.

Many members of the Industry made suggestions in respect to The Code, and The Code is a Standard of Conduct expressive of The Industry. In 1930, there was, also, introduced an advertising Code.

Mr. Joseph I. Breen, succeeded Dr. Wingate, who retired from the Hays' office, as it was called in Nov. 1933.

In January 1934, Mr. Breen was officially made Chairman of the Studio-Relations Committee.

Meanwhile, there was a tremendous campaign launched against motion pictures, and this information will lead you to rightly conclude, that The Code was not being observed.

In April, 1934, a Committee of Bishops announced a nation-wide Legion of Decency, which had the support of religious leaders of all denominations, educationalists, women's and men's associations, a powerful press; and after a meeting which Mr. Quigley and Mr. Breen had with the Committee of Bishops, in Cincinnati, June, 1934, Mr. Hays called a meeting of the directors of M.P.P.D.A., and it was decided by the directors to change the studio-relations committee into a Production Code Administration, July 1st, 1934.

Every print of every picture shown was to bear the Seal of the Production Code Administration. On July 3rd Sanctions were added, and for violations of The Code, a member was obligated to pay to M.P.P.D.A. \$25,000 "for liquidated damages," since it would "disrupt the stability of the industry and would cause serious damage to all members of the M.P.P.D.A."

During all the years of the Production Code Administration, I do not be-

lieve any producer-member has been obliged to pay the \$25,000. Howard Hughes was penalized, but has not had the fine enforced.

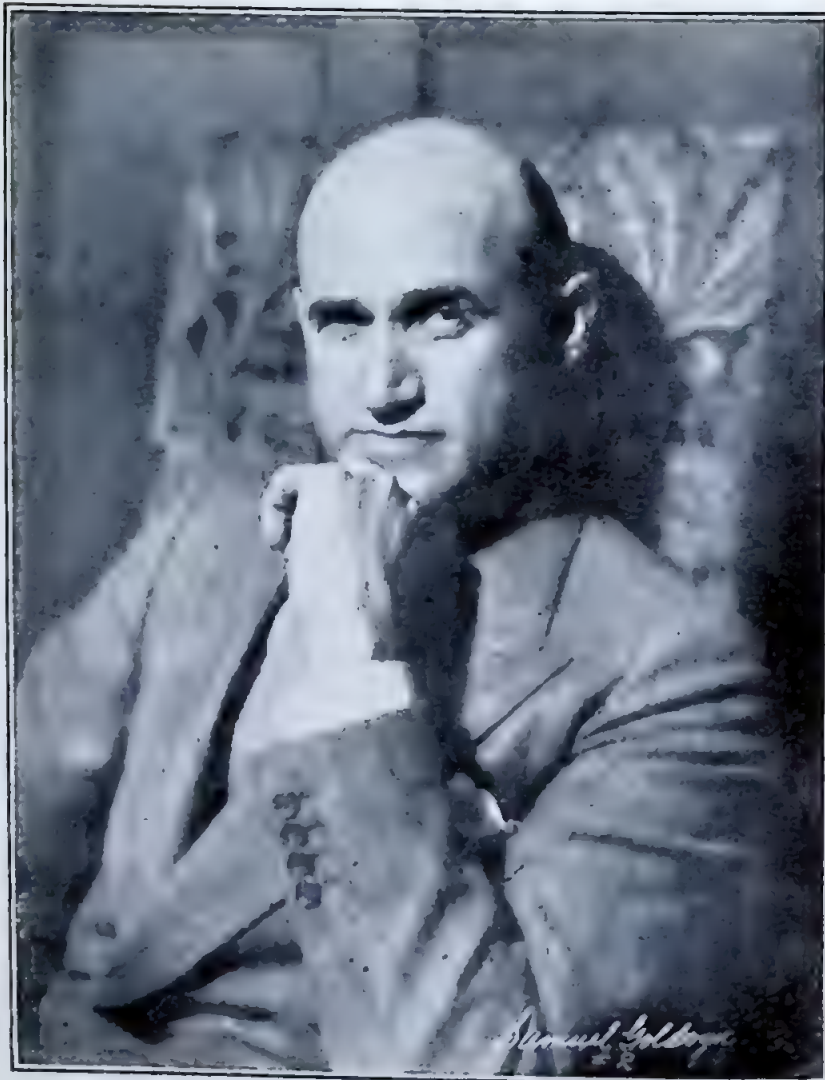
Now, let us return to Mr. Samuel Goldwyn, who has given the Industry and the public so many fine and outstanding pictures, unhampered and certainly not inhibited or suppressed by the Production Code Administration.

Jesse Lasky will remember, Samuel Goldwyn, back to 1910, the production of *The Squaw Man*, with Dustin Farnum, produced by Samuel Goldwyn and directed by Cecil B. DeMille. Brewster's

Samuel Goldwyn, in Hollywood. I was discussing some of his pictures with him, and he told me, that he had in mind to remake *Stella Dallas*. "But," said he, "why should I remake it, I could not produce a better picture than I did the first time, for you know me, I always do and give my best."

I am thinking of how he groomed Vilma Banky for stardom, and what a sensation she was when she co-starred with Ronald Colman in, "Night of Love," directed by George Fitzmaurice.

Vilma Banky was Samuel Goldwyn's favorite star, and when in July, 1927,



SAMUEL GOLDWYN

Millions, and other pictures followed, and in 1915, Geraldine Farrar, Metropolitan Opera singer was signed by Lasky Features, and the *Carmen* picture opened in New York with great success. Pedro de Cordoba and Wallace Reid gave the star excellent support. It was a Goldwyn production.

The first picture in which Gary Cooper played a leading role, was produced by Samuel Goldwyn. *The Winning of Barbara Worth*, 1926, with Henry King director.

In 1922, Mr. Goldwyn bought the rights to *Ben Hur*, June Mathis was scenarist and supervisor, Charles Brabin was director, with George Walsh for the lead. The three went to Italy for production, but in 1924, the merger of Metro, Goldwyn-Mayer caused the cancellation of the *Ben Hur* plans.

I often wonder, about *Ben Hur*, and how Samuel Goldwyn would have produced it.

Around 1944, I had a visit with

this beautiful Hungarian was married to Rod La Rocque, Samuel Goldwyn gave his star a wedding, which has become a Hollywood legend, ablaze with stars as guests.

About 1931, the producer presented Helen Hayes, in *Arrowsmith*, directed by John Ford, and released by United Artists. A superb picture.

In 1933, Mr. Goldwyn presented a new Goldwyn star, Anna Sten, in *Zola's Nana*, but he had more success with *The Dark Angel*, produced in 1935, with Merle Oberon, Herbert Marshall and Frederic March.

In 1936, United Artists released Goldwyn's *Dodsworth*, William Wyler directed, with Walter Huston, Mary Astor and Ruth Chatterton, and in 1937, Sidney Kingsley's dramatic hit, *Dead End* was produced, with William Wyler directing. The *Dead End Kids*, who were such a hit in the play, were brought to Hollywood, and appeared with Wendy

(Continued on Page 13)



## The Code

(Continued from Page 12)

Barrie and Joel McCrea in the picture.

Emily Bronte's, *Wuthering Heights*, which Ben Hecht and Charles MacArthur adapted for the screen, became an outstanding Goldwyn success, and is considered one of Hollywood's finest pictures. Merle Oberon was Cathy, David Niven, Linton and Sir Laurence Olivier, Heathcliff. William Wyler directed for an Academy Award, and of course we all remember Bette Davis, in 1941, in the Goldwyn production of Lillian Hellman's play, *The Little Foxes*.

I could give you a further list of Mr. Goldwyn's productions, but we have enough here to substantiate his position,



MARTIN QUIGLEY

as one of our veteran producers, who has only given us pictures of quality, and whose present re-release of *The Best Years of Our Lives*, through RKO, is proving what Mr. Goldwyn said about ten years ago, "I make pictures so good the first time, I could not make them better the second time."

What is it then, that concerns Mr. Goldwyn in respect to the Production Code? What is it that he wishes to revise? As for his support of films on narcotic problems, I have yet to see one of such films produced, which was not cheap exhibitionism.

A few years ago, *The Code* was revised to permit a producer-member to make a narcotic film, but the Federal Bureau of Narcotics in the U.S., which had originally approved the change in *The Code*, urged that films of this kind be prohibited.

In analyzing Mr. Goldwyn's support for a revised Code, I must quote him, as he has been reported, "I am one hundred percent in favor of a Code. I ought to be, I was one of its originators. I would never make a picture outside of *The Code*. I am entirely opposed to any changes or departures from the basic principles of Morality, decency and good

taste on which *The Code* is founded.

"But the world has moved on in the twenty-five years since *The Code* was adopted, and I believe that, without departing from fundamentals the motion picture industry should move with it.

"There are any number of taboos which have been discarded by the world in the last twenty-five years without the slightest weakening of basic moral values," Mr. Goldwyn stated.

Mr. Goldwyn's address was given in Hollywood at the Screen Writers Guild Annual Awards dinner.

Mr. Goldwyn, in commenting on Joseph I. Breen, said, "Mr. Breen has, in my judgment, been as honest, as sound and as helpful, to our Industry, as has been humanly possible."

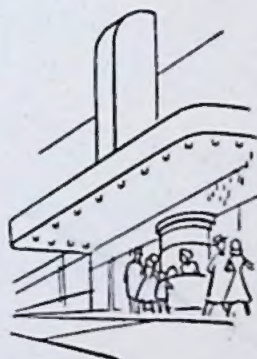
Meanwhile, the eyes of a large number of people are watching *The Code*, and keeping their ears tuned in to any revisions in *The Code*.

The Censor Boards' position in the U.S., must have created situations which cannot be considered friendly in many quarters; and I am wondering, with provocation, what will be legally substituted?

There has been far too much publicity on *The Code* already to create any more.

Is it not possible to do what is advisable to do, without even letting *The Trade* in on what is being done, or are we the unique Industry of the World, in that we keep no secrets?

## Digest of Trade Press Reviews



### SASKATCHEWAN

Technicolor

EMPIRE-UNIVERSAL

Drama — 87 minutes

Stars: Alan Ladd, Shelley Winters.

Directed by Raoul Walsh — Produced by Aaron Rosenberg.

*Film Daily*: "... violent action ... spectacular ..."

*Harrison's Reports*: "... loaded with action and excitement ..."

*Hollywood Reporter*: "... excitement and suspense ..."

*Variety*: "... plenty of action ..."

*Exhibitor*: "... rapid pace plus apt direction ..."

*Showman's Trade Review*: "... exciting, thrilling action ..."

### THE FRENCH LINE

Technicolor & 3-D

RKO

A Howard Hughes Production

Comedy Musical — 102 minutes

Stars: Jane Russell, Gilbert Roland, Arthur Hunnicutt.

Directed by Lloyd Bacon — Produced by Edmund Grainger.

*Box-office*: "... a money attraction ..."

*Film Daily*: "... a ready-made audience waiting to line up at the box-office ..."

*Harrison's Reports*: "... a money-maker ..."

*Hollywood Reporter*: "... plush entertainment ... Russell torrid ..."

*Motion Picture Herald*: "... a dance of declared desire such as hasn't been seen on any unrestrictedly public screen in all these 50-odd years ..."

*Exhibitor*: "... loaded with songs and production ..."

### RIOT IN CELL BLOCK 11

ALLIED ARTISTS

Drama — 80 minutes

Stars: Neville Brand, Emile Meyer.

Directed by Don Siegel — Produced by Walter Wanger.

*Box-office*: "... highly commercial ... warrants superior ... dating ..."

*Exhibitor*: "... should land in the better money ..."

*Film Daily*: "... will hang up box-office records ..."

*Harrison's Reports*: "... every foot of the action is thrilling ..."

*Hollywood Reporter*: "... Allied Artists biggest grosser to date ..."

*Showman's Trade Review*: "... a good money-maker ..."

*Variety*: "... hard-hitting, suspenseful ... a strong grosser ..."

### THE KIDNAPPERS

JARO

Stars: Duncan Macrae, Adrienne Corri.

Directed by Philip Leacock — A Nolandov-Parkyn Production.

*Evening News*: "... a precious gem ..."

*Daily Mirror*: "... a remarkably good film ... brilliantly directed ... a wonder ..."

*Evening Standard*: "... a film of quality ..."

*Daily Herald*: "... the most out-of-the way film I ever saw ..."

*Sunday Dispatch*: "... I don't hesitate to call it a masterpiece ... a film to see ..."

## FORBIDDEN GAMES, FRENCH, WINS BRITISH ACADEMY FIRST

The Council of the *British Film Academy* gave its top award to the French film, *Forbidden Games*, as best picture of 1953.

*J. Arthur Rank's*, Genevieve, received the award as the best British film, *Conquest of Everest* as the best documentary. *Audrey Hepburn* and *John Gielgud* best British actress and best British actor. *Miss Hepburn* for her work in *Paramount's* *Roman Holiday*, and *Gielgud* for his work in *MGM's*, *Julius Caesar*. *Marlon Brando* received the award as the best foreign actor, for his *Marcus Antonius*, in *MGM's*, *Julius Caesar*, and best foreign actress was awarded to *Leslie Caron*, as *Lili* in *MGM's* production, *Lili*.



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INTO A MODEL FARM!

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**BOX-OFFICE!**

It's the most  
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Percy **KILBRIDE**

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Elwin's showing  
the next-door  
farmer's daughter  
their brand new  
haystack!



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DIRECTED BY CHARLES LAMONT · STORY AND SCREEN PLAY BY RAY LENARD · PRODUCED BY RICHARD WILSON

Distributed in Canada by

**Empire-Universal Films Ltd. ... Pictures with that Universal Appeal!**



## CAPITAL STORY

By BILL McLAUGHLIN

Private screenings on invitations from foreign ambassadors continue to keep newspaper film reviewers and reporters on the jump. Latest of these was staged in the private theatre of the Russian Embassy where Soviet Ambassador and

Mrs. Dmitri S. Chuvahin entertained for a small gathering. The program consisted of short subjects in color, cartoons, youth displays, opera, ballet and choral work. Wouldn't have been surprised if Mr. Chuvahin had brought forth a film

showing his hockey stalwart's defeating Canada's entry in the finals for the world championship. Probably have that film record ready to show when next he invites us down to his Charlotte Street residence.

*Show business off in some centre town spots and well above average for the Lenten season in others. The Glenn Miller Story was held over for a third big week at the Odeon Theatre, despite the increased prices up to \$1.00 for adults during the evening showings. A swell show and most moviegoers will tell you it was worth every bit of the buck to see.*

It Should Happen to You, was good for two weeks at the Elgin Theatre and then made way for Forever Female, the Paramount production starring William Holden. The Holly and the Ivy held on at the Little Elgin for five weeks before the crowds started tapering off. Another hold-over is the re-issue of Sam Goldwyn's The Best Years of Our Lives, now at the Regent Theatre at regular prices.

*Canadian Open-1953, the official record of the Men's Canadian Open Golf Championship of that year as produced by Crawley Films of Ottawa, was awarded the Grand Prize at the International Sports Film Festival held in Italy. This makes the 35th national or international award captured by the Ottawa film company during the past five years.*

The Glebe Cinema got away to a good start as a house devoted to selected foreign-language and British imports. Opening night under the auspices of National Theatre Services was an invitation affair for newspaper and radio reviewers, and attracted a good crowd of what the management calls the discriminating public to see Rene Clair's Les Belles de Nuit and the English-made Treasure Hunt.

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Use This Information As Your Guide on Release Dates

### TORONTO

#### IMPERIAL

Second week. The Command (WB) CinemaScope and WarnerColor with Guy Madison.

#### SHEA'S

War of the Worlds (Para.) Technicolor.

#### UNIVERSITY & EGLINTON

The Robe (20th-Fox) CinemaScope and Technicolor with Victor Mature.

#### NORTOWN

Second week. Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.

#### ODEON-CARLTON

Second week. Beat The Devil (UA) with Humphrey Bogart.

#### HYLAND & CHRISTIE

Tonight We Sing (20th-Fox) Technicolor.

#### UPTOWN

Third week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

#### LOEW'S

Escape From Fort Bravo (MGM) Color with William Holden.

#### DOWNTOWN

Devil's Canyon (RKO) Technicolor with Virginia Mayo.

### MONTREAL

#### PALACE

The Command (WB) CinemaScope and WarnerColor with Guy Madison.

#### LOEW'S

The Eddie Cantor Story (WB) Technicolor with Keefe Brasselle.

#### PRINCESS

Creature From The Black Lagoon (E-U) with Richard Carlson.

#### CAPITOL

Beat The Devil (U-A) with Humphrey Bogart.

#### KENT

Third week. Julius Caesar (MGM) with an all star cast.

#### ALOUETTE

Le Voleur de Bagdad with Sabu. Technicolor.

### VANCOUVER

#### CAPITOL

Knights of the Round Table (MGM) CinemaScope and Color with Robert Taylor.

#### ORPHEUM

Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.

#### STRAND

Decameron Nights (RKO) Technicolor with Joan Fontaine.

#### VOGUE

Third week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

#### PLAZA

Trouble in Store (JARO) with Norman Wisdom.

#### PARADISE

Fighter Attack (AA) with Sterling Hayden.

#### STUDIO

Second week. Julius Caesar (MGM) with an all star cast.

### SAINT JOHN

#### PARAMOUNT

Give A Girl A Break (MGM) Technicolor with Marge and Gower Champion.

#### CAPITOL

Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.

#### REGENT

Fort Vengeance (AA) Color with James Craig.

#### STRAND

Beat The Devil (UA) with Humphrey Bogart.

### WINNIPEG

#### CAPITOL

Second week. Kiss Me Kate (MGM) Color with Kathryn Grayson.

#### MET

So Big (WB) with Jane Wyman.

#### GARRICK

Saskatchewan (E-U) Technicolor with Alan Ladd.

#### ODEON

Third week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

#### VALOUR

Second week. The Red Shoes (JARO) Technicolor.

#### LYCEUM

Take The High Ground (MGM) Color with Richard Widmark.

### CALGARY

#### CAPITOL

Forever Female (Para.) with William Holden.

#### PALACE

The Best Years of Our Lives (RKO) with Fredric March.

#### GRAND

Saskatchewan (E-U) Technicolor with Alan Ladd.

#### UPTOWN

Second week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

#### PLAZA

Fifth week. Genevieve (JARO) Technicolor with John Gregson.

### HERRING HUNT

A Canadian film, "Herring Hunt", National Film Board documentary on British Columbia coastal fishing crews, has been nominated for an Academy Award by the Academy of Motion Picture Arts and Sciences in Hollywood, it was announced. Results of the voting will be announced March 25.

Competing in the one-reel shorts category against one Italian and three Hollywood subjects, "Herring Hunt" was directed by Julian Biggs of Hamilton, from a script by Leslie McFarlane of Ottawa.

In last year's voting, the N.F.B. film, "Neighbours" won an Oscar as the year's best documentary short.



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*-in his hottest  
adventure!*



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OF BOXOFFICE  
DYNAMITE!"**

—DAILY VARIETY

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"Superior! Bristling with sus-  
pense, rugged action!"

—Hollywood Reporter

"He-man stuff with plenty of  
guts!"

—Film Daily

"Always exciting... should  
satisfy a large audience!"

—M. P. Herald

"Stark realism and emotion-  
stirring heroics!" —Boxoffice

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FRANK LOVEJOY  
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calibre  
performance!



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